

## **United States Patent Application**

**Abraham et al**

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An electronic Process incorporating the electronic distribution of brand promotions (coupons) online as fundraising tools to the benefit of a Cause -charitable organizations, schools or not-for-profit organizations.

### **Abstract**

An electronic Process/ approach utilizing proprietary Internet Websites as Portals to distribute and disseminate information/brand coupons and/or promotions, for the purposes of generating funds for the Causes (not-for-profits, charitable organizations and/or schools). Brands remunerate the inventor on a performance basis, for providing a distribution source for their consumer-printable coupons online and moving product. This coupon content in turn, would provide a revenue share to the Cause, in light of their promotion of the Portal. This approach provides a unique method for fundraisers for the Causes; a most effective and more public-sensitive promotion for the Brands; and a benefit to the Supporters as well, in that they are able to obtain free brand coupons on the various Portals of the Process and support the Causes, all at the same time.

The Process promises to be a tremendous consumer relationships marketing tool as well. Brands are attempting to establish consumer loyalty. Participating in the Process and supporting the Cause too can generate this. In doing so the consumer/ Supporter develops a loyalty or affinity to the sponsoring brand. A unique consumer relationship is established to the benefit of the Cause and the Brand as well.

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**US Class:**

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**Field of Search:**

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